

**AMENDMENTS TO THE CLAIMS:**

The following listing of claims will replace all prior versions and listings of claims in the application. Please cancel claims 1-39 and 151-168 without prejudice or disclaimer, and add new claims 169-248, as follows:

Claims 1-39 (canceled).

40. (Original) A method, comprising:

making available a cosmetic product having a visible aesthetic property;

cooperating with a purveyor of clothing to enable distribution of a clothing product having a visible aesthetic property similar to the visible aesthetic property of the cosmetic product, and to thereby promote distribution of at least one of said products through distribution of the other of said products;

distributing the cosmetic product; and

establishing a marketing link between the cosmetic product and the non-cosmetic product.

41. (Original) The method of claim 40, wherein the clothing product is distributed under a first brand name and the cosmetic product is distributed under a second brand name, and wherein through said cooperating, the distribution of each of the cosmetic product and the clothing product promotes a brand associated with the other of said products.

42. (Original) The method of claim 40, wherein establishing the marketing link includes providing notification to a purchaser of at least one of the cosmetic product and the clothing product about an existence of the other of the cosmetic product and the

clothing product, the notification advising the purchaser that the cosmetic product and the clothing product have similar visible aesthetic properties.

43. (Original) The method of claim 42, wherein the notification includes an incentive to the purchaser to obtain said other product, the incentive being one or more of a coupon, a discount offering, or an offer to receive said other product free of charge.

44. (Original) The method of claim 40, wherein establishing the marketing link comprises selecting a visible aesthetic property with sufficient similarity to the visible aesthetic property of a clothing article to cause an ordinary consumer viewing the cosmetic product and the clothing product side-by-side to visually associate each of said products with the other.

45. (Original) The method of claim 40, wherein the visible aesthetic property of the clothing product is a clothing pattern substantially unique to a line of clothing, and wherein the clothing pattern is reproduced on the cosmetic product.

46. (Original) The method of claim 40, wherein the cosmetic product comprises an outer fabric portion having the visible aesthetic property of the cosmetic product, and wherein the cooperating comprises agreeing that the fabric of the cosmetic product will match a fabric forming at least a portion of the clothing product.

47. (Original) The method of claim 40, wherein the visible aesthetic property of the clothing product comprises a pattern, and wherein cooperating comprises at least generally resolving that the clothing pattern will be reproduced on the cosmetic product.

48. (Original) The method of claim 40, wherein the cosmetic product comprises a container for at least one cosmetics composition, the container being chosen from a

lipstick case, a mascara container, a perfume bottle, a cologne bottle, and a powder compact.

49. (Original) The method of claim 48, wherein the container comprises a foam core surrounded, at least partially, by an outer fabric layer.

50. (Original) The method of claim 48, wherein the clothing product and the cosmetic product are each offered for sale to consumers at differing points of sale, and wherein the notification includes notifying purchasers of each of said products of the existence of the other of said products.

51. (Original) The method of claim 47, wherein the cooperating includes entering into a written agreement.

52. (Original) The method of claim 47, wherein the cooperating includes reaching an oral understanding.

53. (Original) A method of cross-marketing a cosmetic product and a non-cosmetic product, the method comprising:

selling a cosmetic product with an aesthetic property on a visible portion thereof;

entering into an arrangement with a seller of a non-cosmetic product to include on the non-cosmetic product a visible aesthetic property substantially similar to the visible aesthetic property on the cosmetic product, to cause the cosmetic product to be associated with the non-cosmetic product; and

providing notification to a consumer who purchases one of the cosmetic product and the non-cosmetic product of an existence of the other of the cosmetic product and the non-cosmetic product.

54. (Original) A method, comprising:

making available a cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin, wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a non-cosmetic product; and establishing a marketing link between the cosmetic product and the non-cosmetic product.

55. (Original) The method of claim 54, wherein the marketing link includes an arrangement where information is conveyed at a point of sale of at least one of the cosmetic product and the non-cosmetic product, the information advising a purchaser of an existence of a matching other product.

56. (Original) The method of claim 55, wherein the information includes an offer to sell the other product at a reduced price.

57. (Original) The method of claim 54, wherein the marketing link includes a provision to give one of the cosmetic product and the non-cosmetic product free of charge to a purchaser of the other of the cosmetic product and the non-cosmetic product.

58. (Original) The method of claim 54, wherein the marketing link includes a provision to give to a purchaser of one of the cosmetic product and the non-cosmetic product a coupon for purchase of the other of the cosmetic product and the non-cosmetic product.

59. (Original) The method of claim 54, wherein the establishing of the marketing link comprises arranging for the distribution of advertising referring to the cosmetic product and the non-cosmetic product within a single advertisement, wherein the

advertisement is chosen from a printed ad, a sign, a mailing, a flyer, a product label, an email, a website page, a web cast, an audio broadcast, an analog video broadcast, a digital video broadcast, a television broadcast, a radio broadcast, and a promotional display.

60. (Original) The method of claim 54, wherein at least one of the cosmetic product and the non-cosmetic product is sold via an establishment chosen from a brick and mortar store and an electronic network based store.

61. (Original) The method of claim 60, wherein both the cosmetic product and the non-cosmetic product are sold via the same establishment.

62. (Original) The method of claim 54, wherein the cosmetic product and the non-cosmetic product are marketed under a common trademark.

63. (Original) The method of claim 54, wherein the cosmetic product and the non-cosmetic product are marketed under a single commonly owned trademark.

64. (Original) The method of claim 54, wherein the cosmetic product and the non-cosmetic product are marketed under a plurality of commonly owned trademarks.

65. (Original) The method of claim of claim 54, wherein the cosmetic product comprises at least one internal region containing a cosmetic composition.

66. (Original) A method, comprising:

making available a non-cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a cosmetic product; and

establishing a marketing link between the cosmetic product and the non-cosmetic product.

67. (Original) The method of claim 66, wherein the marketing link includes an arrangement where information is conveyed at a point of sale of at least one of the cosmetic product and the non-cosmetic product, the information advising a purchaser of an existence of a matching other product.

68. (Original) The method of claim 67, wherein the information includes an offer for sale of the other product at a reduced price.

69. (Original) The method of claim 66, wherein the marketing link includes a provision to give one of the cosmetic product and the non-cosmetic product free of charge to a purchaser of the other of the cosmetic product and the non-cosmetic product.

70. (Original) The method of claim 66, wherein the marketing link includes a provision to give to a purchaser of one of the cosmetic product and the non-cosmetic product a coupon for purchase of the other of the cosmetic product and the non-cosmetic product.

71. (Original) The method of claim 66, wherein the establishing of the marketing link comprises arranging for the distribution of advertising referring to the cosmetic product and the non-cosmetic product within a single advertisement, wherein the advertisement is chosen from a printed ad, a sign, a mailing, a flyer, a product label, an email, a website page, a web cast, an audio broadcast, an analog video broadcast, a digital video broadcast, a television broadcast, a radio broadcast, and a promotional display.

72. (Original) The method of claim 66, wherein at least one of the cosmetic product and the non-cosmetic product is sold via an establishment chosen from a brick and mortar store and an electronic network based store.

73. (Original) The method of claim 72, wherein both the cosmetic product and the non-cosmetic product are sold via the same establishment.

74. (Original) The method of claim 66, wherein the cosmetic product and the non-cosmetic product are marketed under a common trademark.

75. (Original) The method of claim 66, wherein the cosmetic product and the non-cosmetic product are marketed under a single commonly owned trademark.

76. (Original) The method of claim 66, wherein the cosmetic product and the non-cosmetic product are marketed under a plurality of commonly owned trademarks.

77. (Original) The method of claim 66, wherein the non-cosmetic product comprises an article of clothing.

78. (Original) A method comprising:

obtaining a cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a non-cosmetic product; and

receiving marketing information linking the non-cosmetic product and the cosmetic product.

79. (Original) A method comprising:

obtaining a non-cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a cosmetic product; and

receiving marketing information linking the non-cosmetic product and the cosmetic product.

80. (Original) A method of promoting the sale of a first product through the distribution of another, functionally unrelated, second product, the method comprising:

making available a first product having a visible aesthetic property on at least a portion thereof;

making available a second functionally unrelated product having a visible aesthetic property on at least a portion thereof, the visible aesthetic property of the second product being intended to be substantially similar, when viewed by an ordinary consumer, to the visible aesthetic property of the first product;

distributing the second product; and

conveying information to a recipient of the second product, the information notifying the recipient of the second product of an opportunity to purchase the first product, the information further notifying the recipient of the second product that the first and second products share at least one similar visible aesthetic property.

81. (Original) The method of claim 80, wherein the information includes an incentive to the recipient to obtain the first product.

82. (Original) The method of claim 80, wherein the information includes a coupon.

83. (Original) The method of claim 80, wherein the information includes an offer to enable the recipient to purchase the first product at a discounted price.



84. (Original) The method of claim 80, wherein the information discloses where the recipient might purchase the first product.

85. (Original) The method of claim 80, wherein the visible aesthetic properties of the first and second products include a substantially similar pattern on at least a portion of each of the first and second products.

86. (Original) The method of claim 80, wherein the first and second products each bear a brand name different from a brand name of the other.

87. (Original) The method of claim 80, wherein the recipient is a purchaser of the second product, and wherein after purchase of the second product, the purchaser is provided an option of selecting the first product from a group of products available with the visible aesthetic property of the second product.

88. (Original) The method of claim 80, wherein the making available of each of the first and second products is accomplished at least in part by at least one written agreement.

89. (Original) The method of claim 80, wherein the making available of each of the first and second products is accomplished at least in part by an informal oral agreement.

90. (Original) A method of promoting sales of functionally unrelated products, the method comprising:

making available a first product;

cooperating with a purveyor of a second product to facilitate incorporating into the first product a visible aesthetic property of the second product, wherein the first product and the second product are functionally unrelated to each other; and

cooperating with the purveyor of the second product to notify consumers who purchase at least one of the first and second products of an existence of the other of the first and second products.

91. (Original) A marketing method, comprising:

distributing at least one of a first product and a second product,

wherein the first product is sold under a first brand name, and has a first visible aesthetic property, and

wherein the second product is sold under a second brand name and has a second visible aesthetic property substantially similar to the visible aesthetic property of the first product, such that the distributing is intended to cause consumers to visually associate the first product with the second product; and

encouraging sales by notifying consumers that the visible aesthetic property of one of the first and second products is substantially similar to the visible aesthetic property of the other of the first and second products.

92. (Original) The method of claim 91, wherein the encouraging sales further comprises notifying purchasers of one of the first and second products about availability of the other of the first and second products.

93. (Original) The method of claim 91, wherein the encouraging sales further comprises giving to purchasers of one of the first and second products a coupon for the purchase of the other of the first and second products.

94. (Original) The method of claim 91, wherein the encouraging sales further comprises giving to purchasers of one of the first and second products the other of the first and second products, free of charge.

95. (Original) The method of claim 91, wherein the encouraging sales further comprises notifying purchasers of one of the first and second products about an incentive to purchase the other of the first and second products.

96. (Original) A combination, comprising:

a non-cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin; and

a cosmetic product defining at least one internal region configured to surround and contain least one cosmetic composition, wherein a visible portion of the cosmetic product includes a second material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of the second material.

97. (Original) The combination of claim 96, wherein the first and second materials are substantially identical.

98. (Original) The combination of claim 96, wherein the non-cosmetic product is chosen from a clothing article, shoes, a jacket, a skirt, a dress, slacks, pants, socks, a shirt, a blouse, a bathing suit, a suit, a tie, an undergarment, and a hat.

99. (Original) The combination of claim 96, wherein the non-cosmetic product is chosen from a fashion accessory, a purse, a belt, a bag, a scarf, jewelry, a watch, a hair accessory, a head band, a hair clip, a beret, and a hair scrunchie.

100. (Original) The combination of claim 96, wherein the non-cosmetic product is chosen from a sporting equipment carrier, a golf bag, and a racket bag.

101. (Original) The combination of claim 96, wherein the non-cosmetic product is chosen from luggage, a car seat, a towel, a bedding item, a sheet, a blanket and a toiletry bag.

102. (Original) The combination of claim 96, wherein the cosmetic product further comprises the cosmetic composition, and wherein the cosmetic composition is chosen from perfume, cologne, lipstick, mascara, lip gloss, blush, rouge, eye liner, foundation, powder, powder cake, nail varnish, eye shadow, and concealer.

103. (Original) The combination of claim 96, wherein the cosmetic product is marked with a brand name differing from a brand name of the non-cosmetic product.

104. (Original) The combination of claim 96, wherein the cosmetic product and the non-cosmetic product are typically offered for sale in differing locations.

105. (Original) The combination of claim 96, wherein the cosmetic product and the non-cosmetic product are sold as an ensemble.

106. (Original) The combination of claim 96, wherein the region is configured to contain a liquid.

107. (Original) The combination of claim 96, wherein the cosmetic product further comprises a cosmetic applicator having an application portion configured to be loaded with the cosmetic composition.

108. (Original) The combination of claim 107, wherein the cosmetic product further comprises a portion configured to receive and removably hold the cosmetic applicator.

109. (Original) The combination of claim 96, wherein the cosmetic product comprises at least a portion formed of foam.

110. (Original) The combination of claim 109, wherein the second material is fixedly attached to the foam.

111. (Original) The combination of claim 96, wherein the cosmetic product comprises a body defining the region and wherein the second material is fixedly attached to the body.

112. (Original) The combination of claim 111, wherein the cosmetic product further comprises the cosmetic composition, wherein the cosmetic composition is contained in the internal region.

113. (Original) The combination of claim 112, wherein the cosmetic product comprises a first and a second part movable with respect to one another to place the cosmetic product in a position permitting access to the cosmetic composition.

114. (Original) The combination of claim 96, wherein the cosmetic product and the non-cosmetic product are marked with a single commonly owned trademark.

115. (Original) A cosmetic product, comprising:

a container base including a foam core, the core having at least one recess therein for containing a cosmetic composition;

a container cover configured to cover at least the recess; and

an outer layer covering at least a portion of at least one of the base and the cover,

wherein the outer layer is chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin, and

wherein the outer layer has a visible aesthetic property simulating a visible aesthetic property of a non-cosmetic product, so that consumers associate the cosmetic product and the non-cosmetic product with one another.

116. (Original) The cosmetic product of claim 115, further comprising a cosmetic composition in the recess.

117. (Original) The cosmetic product of claim 116, wherein the cosmetic composition is a powder cake, and wherein foam of the core is configured to surround at least a portion of the powder cake.

118. (Original) The cosmetic product of claim 115, further comprising a mirror provided on one of the container base and the container cover.

119. (Original) The cosmetic product of claim 115, further comprising an applicator for the cosmetic composition, wherein the container base is configured to removably hold the applicator.

120. (Original) A cosmetic product, comprising:

a cosmetic container;

a region within the cosmetic container, the region being configured to contain at least one cosmetic composition; and

a visible aesthetic property located on a visible portion of the cosmetic container, the aesthetic property simulating a visible aesthetic property of a clothing product, the aesthetic properties of the cosmetic product and the clothing product being chosen so that consumers who purchase one of the clothing product and the cosmetic product will recognize a match and be inclined to purchase the other of the clothing product and the cosmetic product.

121. (Original) A cosmetic product, comprising:

a container having a recess therein;

a cosmetic composition contained in the recess;

an applicator configured to apply the cosmetic composition, the applicator being configured to be contained within the container;

a visible aesthetic property on the container,

wherein the aesthetic property is substantially similar to a visible aesthetic property of an article of clothing, wherein the container with the visible aesthetic property thereon is configured to cause a consumer to visually associate the cosmetic product with the article of clothing.

122. (Original) A clothing product, comprising:

an article of clothing; and

an aesthetic property provided to the article of clothing on a visible portion thereof, the aesthetic property simulating a visible aesthetic property of a cosmetic product, the aesthetic property of the article of clothing being chosen so that consumers who purchase one of the clothing product and the cosmetic product will recognize a match and be inclined to purchase the other of the clothing product and the cosmetic product.

123. (Original) A cosmetic product, comprising:

a foam core;

at least one recess located within the foam core, the at least one recess being configured to contain a cosmetic composition therein; and

a material at least partially covering the foam core, the material being chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin, wherein the material imparts an aesthetic quality to the cosmetic product.

124. (Original) The cosmetic product of claim 123, further comprising a cosmetic composition in the recess.

125. (Original) The cosmetic product of claim 123, wherein the cosmetic composition is a powder cake and wherein the core is configured to surround at least a portion of the powder cake.

126. (Original) The cosmetic product of claim 123, further comprising a mirror provided in the core so that foam of the core surrounds edges of the mirror.

127. (Original) The cosmetic product of claim 123, further comprises at least one removable cosmetic applicator, and at least one applicator recess in the foam core, the applicator recess being configured so that foam surrounds and removably holds the applicator.

128. (Original) The cosmetic product of claim 123, wherein the cosmetic composition comprises a powder cake, and wherein the cosmetic product further comprises a tray positioned between the foam core and the powder cake.

129. (Original) A cosmetic product, comprising:

a foam core;

recesses located in the foam core, wherein the recesses comprise a recess housing a cosmetic composition, a recess containing a mirror, and a recess removably holding an applicator, wherein foam of the core surrounds edges of the mirror; and



a material covering at least a portion of the foam core, the material being chosen from fabric, facsimile of the fabric, animal skin, and imitation animal skin

wherein the material imparts the cosmetic product with a visible aesthetic affect.

130. (Original) The cosmetic product of claim 129, wherein the foam core includes a base and a cover.

131. (Original) The cosmetic product of claim 130, wherein the base and the cover are connected by foam.

132. (Original) The cosmetic product of claim 130, wherein the base and the cover are connected by the fabric material.

133. (Original) The cosmetic product of claim 130, including a hinge connecting the base and the cover, the hinge rendering the cover selectively movable between open and closed positions, the cosmetic product further including a closure for selectively holding the cover in the closed position.

134. (Original) The cosmetic product of claim 133, wherein the closure includes a snap mechanism and wherein at least a portion of the snap mechanism is embedded within foam of the core.

135. (Original) A method of making a cosmetic case, the method comprising:  
attaching material to at least a portion of a blank constructed of foam, the material being chosen from fabric, imitation fabric, animal skin, and imitation animal skin;

subjecting the blank to pressure in a mold in order to form at least one recess therein; and

inserting a cosmetic product into the recess, so that the foam at least partially surrounds the cosmetic composition.

136. (Original) The method of claim 135, wherein the foam at least partially surrounding the cosmetic composition is covered with fabric.

137. (Original) The method of claim 135, wherein the subjecting results in the formation of a base and a cover.

138. (Original) The method of claim 135, wherein the at least one recess includes multiple recesses comprising a first recess configured to contain a cosmetic composition, a second recess configured to contain a mirror, and a third recess configured to contain an applicator.

139. (Original) The method of claim 135, wherein the at least one recess includes a first recess configured to contain a cosmetic composition, and a second recess configured to contain a mirror.

140. (Original) The method of claim 139, further comprising inserting a mirror into the second recess so that edges of the mirror are surrounded by foam.

141. (Original) The method of claim 140, wherein fabric covers foam surrounding the mirror.

142. (Original) The method of claim 139, wherein the first recess is formed in the base and the second recess is formed in the cover.

143. (Original) The method of claim 137, further including embedding a closure mechanism in a portion of the cover and a portion of the base.

144. (Original) The method of claim 143, wherein the closure mechanism comprises a snap.

145. (Original) The method of claim 135, wherein the method further comprises applying heat to the blank in the mold.

146. (Original) A method for enabling a consumer to customize an appearance of a cosmetic product container, the method comprising:

supplying information regarding a plurality of differing cosmetic compositions so that the consumer may select a specific cosmetic composition for application to an external portion of a body;

receiving information identifying a cosmetic composition selected by the consumer;

supplying information regarding a plurality of differing visible aesthetic properties so that the consumer may choose a visible aesthetic property to be located on a container for the selected cosmetic composition;

receiving information from the consumer regarding the customer's chosen visible aesthetic property; and

causing the consumer to receive a cosmetic product comprising the consumer selected cosmetic composition and a container therefor, the container having the visible aesthetic property selected by the consumer.

147. (Original) The method of claim 146, wherein the cosmetic product has a visible portion including a material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin, and wherein the material includes the visible aesthetic property selected by the consumer.

148. (Original) The method of claim 146, further comprising offering the cosmetic product for sale.

149. (Original) The method of claim 146, causing the consumer to receive a sample of material having the visible aesthetic property selected by the consumer, wherein the sample of material is separate from the cosmetic product.

150. (Original) The method of claim 146, further comprising notifying the consumer about an opportunity to purchase a clothing article having a visible portion including a visible aesthetic property resembling the visible aesthetic property selected by the consumer.

Claims 151-168 (Canceled).

169. (New) A method, comprising:

making available a cosmetic product having a visible aesthetic property;

cooperating with a purveyor of clothing to enable distribution of a clothing product having a visible aesthetic property similar to the visible aesthetic property of the cosmetic product, and to thereby promote distribution of at least one of said products through distribution of the other of said products;

distributing the cosmetic product; and

establishing a marketing link between the cosmetic product and the non-cosmetic product.

170. (New) The method of claim 169, wherein the clothing product is distributed under a first brand name and the cosmetic product is distributed under a second brand name, and wherein through said cooperating, the distribution of each of the cosmetic product and the clothing product promotes a brand associated with the other of said products.

171. (New) The method of claim 169, wherein establishing the marketing link includes providing notification to a purchaser of at least one of the cosmetic product and the clothing product about an existence of the other of the cosmetic product and the clothing product, the notification advising the purchaser that the cosmetic product and the clothing product have similar visible aesthetic properties.

172. (New) The method of claim 171, wherein the notification includes an incentive to the purchaser to obtain said other product, the incentive being one or more of a coupon, a discount offering, or an offer to receive said other product free of charge.

173. (New) The method of claim 169, wherein establishing the marketing link comprises selecting a visible aesthetic property with sufficient similarity to the visible aesthetic property of a clothing article to cause an ordinary consumer viewing the cosmetic product and the clothing product side-by-side to visually associate each of said products with the other.

174. (New) The method of claim 169, wherein the visible aesthetic property of the clothing product is a clothing pattern substantially unique to a line of clothing, and wherein the clothing pattern is reproduced on the cosmetic product.

175. (New) The method of claim 169, wherein the cosmetic product comprises an outer fabric portion having the visible aesthetic property of the cosmetic product, and wherein the cooperating comprises agreeing that the fabric of the cosmetic product will match a fabric forming at least a portion of the clothing product.

176. (New) The method of claim 169, wherein the visible aesthetic property of the clothing product comprises a pattern, and wherein cooperating comprises at least generally resolving that the clothing pattern will be reproduced on the cosmetic product.

177. (New) The method of claim 169, wherein the cosmetic product comprises a container for at least one cosmetics composition, the container being chosen from a lipstick case, a mascara container, a perfume bottle, a cologne bottle, and a powder compact.

178. (New) The method of claim 177, wherein the container comprises a foam core surrounded, at least partially, by an outer fabric layer.

179. (New) The method of claim 177, wherein the clothing product and the cosmetic product are each offered for sale to consumers at differing points of sale, and wherein the notification includes notifying purchasers of each of said products of the existence of the other of said products.

180. (New) The method of claim 176, wherein the cooperating includes entering into a written agreement.

181. (New) The method of claim 176, wherein the cooperating includes reaching an oral understanding.

182. (New) A method of cross-marketing a cosmetic product and a non-cosmetic product, the method comprising:

selling a cosmetic product with an aesthetic property on a visible portion thereof;

entering into an arrangement with a seller of a non-cosmetic product to include on the non-cosmetic product a visible aesthetic property substantially similar to the visible aesthetic property on the cosmetic product, to cause the cosmetic product to be associated with the non-cosmetic product; and

providing notification to a consumer who purchases one of the cosmetic product and the non-cosmetic product of an existence of the other of the cosmetic product and the non-cosmetic product.

183. (New) A method, comprising:

making available a cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a non-cosmetic product; and

establishing a marketing link between the cosmetic product and the non-cosmetic product.

184. (New) The method of claim 183, wherein the marketing link includes an arrangement where information is conveyed at a point of sale of at least one of the cosmetic product and the non-cosmetic product, the information advising a purchaser of an existence of a matching other product.

185. (New) The method of claim 184, wherein the information includes an offer to sell the other product at a reduced price.

186. (New) The method of claim 183, wherein the marketing link includes a provision to give one of the cosmetic product and the non-cosmetic product free of charge to a purchaser of the other of the cosmetic product and the non-cosmetic product.

187. (New) The method of claim 183, wherein the marketing link includes a provision to give to a purchaser of one of the cosmetic product and the non-cosmetic

product a coupon for purchase of the other of the cosmetic product and the non-cosmetic product.

188. (New) The method of claim 183, wherein the establishing of the marketing link comprises arranging for the distribution of advertising referring to the cosmetic product and the non-cosmetic product within a single advertisement, wherein the advertisement is chosen from a printed ad, a sign, a mailing, a flyer, a product label, an email, a website page, a web cast, an audio broadcast, an analog video broadcast, a digital video broadcast, a television broadcast, a radio broadcast, and a promotional display.

189. (New) The method of claim 183, wherein at least one of the cosmetic product and the non-cosmetic product is sold via an establishment chosen from a brick and mortar store and an electronic network based store.

190. (New) The method of claim 189, wherein both the cosmetic product and the non-cosmetic product are sold via the same establishment.

191. (New) The method of claim 183, wherein the cosmetic product and the non-cosmetic product are marketed under a common trademark.

192. (New) The method of claim 183, wherein the cosmetic product and the non-cosmetic product are marketed under a single commonly owned trademark.

193. (New) The method of claim 183, wherein the cosmetic product and the non-cosmetic product are marketed under a plurality of commonly owned trademarks.

194. (New) The method of claim 183, wherein the cosmetic product comprises at least one internal region containing a cosmetic composition.



195. (New) A method, comprising:

making available a non-cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a cosmetic product; and

establishing a marketing link between the cosmetic product and the non-cosmetic product.

196. (New) The method of claim 195, wherein the marketing link includes an arrangement where information is conveyed at a point of sale of at least one of the cosmetic product and the non-cosmetic product, the information advising a purchaser of an existence of a matching other product.

197. (New) The method of claim 196, wherein the information includes an offer for sale of the other product at a reduced price.

198. (New) The method of claim 195, wherein the marketing link includes a provision to give one of the cosmetic product and the non-cosmetic product free of charge to a purchaser of the other of the cosmetic product and the non-cosmetic product.

199. (New) The method of claim 195, wherein the marketing link includes a provision to give to a purchaser of one of the cosmetic product and the non-cosmetic product a coupon for purchase of the other of the cosmetic product and the non-cosmetic product.

200. (New) The method of claim 195, wherein the establishing of the marketing link comprises arranging for the distribution of advertising referring to the cosmetic

product and the non-cosmetic product within a single advertisement, wherein the advertisement is chosen from a printed ad, a sign, a mailing, a flyer, a product label, an email, a website page, a web cast, an audio broadcast, an analog video broadcast, a digital video broadcast, a television broadcast, a radio broadcast, and a promotional display.

201. (New) The method of claim 195, wherein at least one of the cosmetic product and the non-cosmetic product is sold via an establishment chosen from a brick and mortar store and an electronic network based store.

202. (New) The method of claim 201, wherein both the cosmetic product and the non-cosmetic product are sold via the same establishment.

203. (New) The method of claim 195, wherein the cosmetic product and the non-cosmetic product are marketed under a common trademark.

204. (New) The method of claim 195, wherein the cosmetic product and the non-cosmetic product are marketed under a single commonly owned trademark.

205. (New) The method of claim 195, wherein the cosmetic product and the non-cosmetic product are marketed under a plurality of commonly owned trademarks.

206. (New) The method of claim 195, wherein the non-cosmetic product comprises an article of clothing.

207. (New) A method comprising:

obtaining a cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a non-cosmetic product; and

receiving marketing information linking the non-cosmetic product and the cosmetic product.

208. (New) A method comprising:

obtaining a non-cosmetic product having a visible portion including a first material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin,

wherein the first material has an appearance resembling an appearance of a second material forming a visible portion of a cosmetic product; and

receiving marketing information linking the non-cosmetic product and the cosmetic product.

209. (New) A method of promoting the sale of a first product through the distribution of another, functionally unrelated, second product, the method comprising:

making available a first product having a visible aesthetic property on at least a portion thereof;

making available a second functionally unrelated product having a visible aesthetic property on at least a portion thereof, the visible aesthetic property of the second product being intended to be substantially similar, when viewed by an ordinary consumer, to the visible aesthetic property of the first product;

distributing the second product; and

conveying information to a recipient of the second product, the information notifying the recipient of the second product of an opportunity to purchase the first product, the information further notifying the recipient of the second product that the first and second products share at least one similar visible aesthetic property.

210. (New) The method of claim 209, wherein the information includes an incentive to the recipient to obtain the first product.

211. (New) The method of claim 209, wherein the information includes a coupon.

212. (New) The method of claim 209, wherein the information includes an offer to enable the recipient to purchase the first product at a discounted price.

213. (New) The method of claim 209, wherein the information discloses where the recipient might purchase the first product.

214. (New) The method of claim 209, wherein the visible aesthetic properties of the first and second products include a substantially similar pattern on at least a portion of each of the first and second products.

215. (New) The method of claim 209, wherein the first and second products each bear a brand name different from a brand name of the other.

216. (New) The method of claim 209, wherein the recipient is a purchaser of the second product, and wherein after purchase of the second product, the purchaser is provided an option of selecting the first product from a group of products available with the visible aesthetic property of the second product.

217. (New) The method of claim 209, wherein the making available of each of the first and second products is accomplished at least in part by at least one written agreement.

218. (New) The method of claim 209, wherein the making available of each of the first and second products is accomplished at least in part by an informal oral agreement.

219. (New) A method of promoting sales of functionally unrelated products, the method comprising:

making available a first product;

cooperating with a purveyor of a second product to facilitate incorporating into the first product a visible aesthetic property of the second product, wherein the first product and the second product are functionally unrelated to each other; and

cooperating with the purveyor of the second product to notify consumers who purchase at least one of the first and second products of an existence of the other of the first and second products.

220. (New) A marketing method, comprising:

distributing at least one of a first product and a second product,

wherein the first product is sold under a first brand name, and has a first visible aesthetic property, and

wherein the second product is sold under a second brand name and has a second visible aesthetic property substantially similar to the visible aesthetic property of the first product, such that the distributing is intended to cause consumers to visually associate the first product with the second product; and

encouraging sales by notifying consumers that the visible aesthetic property of one of the first and second products is substantially similar to the visible aesthetic property of the other of the first and second products.

221. (New) The method of claim 220, wherein the encouraging sales further comprises notifying purchasers of one of the first and second products about availability of the other of the first and second products.

222. (New) The method of claim 220, wherein the encouraging sales further comprises giving to purchasers of one of the first and second products a coupon for the purchase of the other of the first and second products.

223. (New) The method of claim 220, wherein the encouraging sales further comprises giving to purchasers of one of the first and second products the other of the first and second products, free of charge.

224. (New) The method of claim 220, wherein the encouraging sales further comprises notifying purchasers of one of the first and second products about an incentive to purchase the other of the first and second products.

225. (New) A method of making a cosmetic case, the method comprising:  
attaching material to at least a portion of a blank constructed of foam, the material being chosen from fabric, imitation fabric, animal skin, and imitation animal skin;

subjecting the blank to pressure in a mold in order to form at least one recess therein; and

inserting a cosmetic product into the recess, so that the foam at least partially surrounds the cosmetic composition.

226. (New) The method of claim 225, wherein the foam at least partially surrounding the cosmetic composition is covered with fabric.

227. (New) The method of claim 225, wherein the subjecting results in the formation of a base and a cover.

228. (New) The method of claim 225, wherein the at least one recess includes multiple recesses comprising a first recess configured to contain a cosmetic

composition, a second recess configured to contain a mirror, and a third recess configured to contain an applicator.

229. (New) The method of claim 225, wherein the at least one recess includes a first recess configured to contain a cosmetic composition, and a second recess configured to contain a mirror.

230. (New) The method of claim 229, further comprising inserting a mirror into the second recess so that edges of the mirror are surrounded by foam.

231. (New) The method of claim 230, wherein fabric covers foam surrounding the mirror.

232. (New) The method of claim 229, wherein the first recess is formed in the base and the second recess is formed in the cover.

233. (New) The method of claim 227, further including embedding a closure mechanism in a portion of the cover and a portion of the base.

234. (New) The method of claim 233, wherein the closure mechanism comprises a snap.

235. (New) The method of claim 225, wherein the method further comprises applying heat to the blank in the mold.

236. (New) A method for enabling a consumer to customize an appearance of a cosmetic product container, the method comprising:

supplying information regarding a plurality of differing cosmetic compositions so that the consumer may select a specific cosmetic composition for application to an external portion of a body;

receiving information identifying a cosmetic composition selected by the consumer;

supplying information regarding a plurality of differing visible aesthetic properties so that the consumer may choose a visible aesthetic property to be located on a container for the selected cosmetic composition;

receiving information from the consumer regarding the customer's chosen visible aesthetic property; and

causing the consumer to receive a cosmetic product comprising the consumer selected cosmetic composition and a container therefor, the container having the visible aesthetic property selected by the consumer.

237. (New) The method of claim 236, wherein the cosmetic product has a visible portion including a material chosen from fabric, facsimile of fabric, animal skin, and imitation animal skin, and wherein the material includes the visible aesthetic property selected by the consumer.

238. (New) The method of claim 236, further comprising offering the cosmetic product for sale.



239. (New) The method of claim 236, causing the consumer to receive a sample of material having the visible aesthetic property selected by the consumer, wherein the sample of material is separate from the cosmetic product.

240. (New) The method of claim 236, further comprising notifying the consumer about an opportunity to purchase a clothing article having a visible portion including a visible aesthetic property resembling the visible aesthetic property selected by the consumer.

241. (New) A method of customizing an appearance of a cosmetic product, the method comprising:

- selecting, from a plurality of differing cosmetic compositions, a specific cosmetic composition to be applied to an external portion of a body;

- conveying information regarding the selected cosmetic composition;

- selecting an appearance of a material from a plurality of differing appearances, wherein the material is intended to impart a visible aesthetic property to a cosmetic product having at least one region configured to contain a cosmetic composition;

- conveying information regarding the selected appearance; and

- receiving a cosmetic product comprising at least one region containing the selected cosmetic composition, wherein the cosmetic product further comprises a visible portion having a material with the selected appearance.

242. (New) The method of claim 241, further comprising purchasing the cosmetic product.

243. (New) The method of claim 241, receiving a sample of material having the selected appearance, wherein the sample of material is separate from the cosmetic product.

244. (New) The method of claim 241, further comprising receiving a notification about an opportunity to purchase a clothing article having a visible portion including an appearance resembling the selected appearance.

245. (New) A method of customizing an appearance of a cosmetic product, the method comprising:

selecting, from a plurality of differing cosmetic compositions, a specific cosmetic composition to be applied to an external portion of a body;

conveying information regarding the selected cosmetic composition;

selecting an appearance of a material from a plurality of differing appearances, wherein the material is intended to impart a visible aesthetic property to a cosmetic product having at least one region configured to contain a cosmetic composition;

conveying information regarding the selected appearance; and

receiving a cosmetic product comprising at least one region containing the selected cosmetic composition, wherein the cosmetic product further comprises a visible portion having a material with the selected appearance.

246. (New) The method of claim 245, further comprising purchasing the cosmetic product.

247. (New) The method of claim 245, receiving a sample of material having the selected appearance, wherein the sample of material is separate from the cosmetic product.

248. (New) The method of claim 245, further comprising receiving a notification about an opportunity to purchase a clothing article having a visible portion including an appearance resembling the selected appearance.